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FOR IMMEDIATE RELEASE

Fulgor USA, LLC Announces Forthcoming Product Launches

Leading with its flagship line of Leonardo Classico Built-In Wall Ovens, Fulgor USA will offer American & Canadian consumers a full range of truly luxurious kitchen appliances beginning this summer. Born into a region of Italy famous for innovative design and superior performance, Fulgor has been sculpting premium kitchen appliances for nearly six decades.

The Leonardo Classico Family, Fulgor's top end brand, is an *unparalleled masterpiece*. The Leonardo Classico family derives its name from the Renaissance artist & scientist who carries the name, and provides the North American consumer a modern renaissance to conventional kitchen design. Available exclusively in stainless steel, the Leonardo Classico family will hit the market this August with 30" single and double built-in wall ovens with Italian Dual True Convection (IDTC); 30" and 36" gas and electric cooktops; tall tub dishwashers; double dishwasher drawers, and a range of complimentary microwaves including a matching microwave drawer. The Leonardo Classico family will have further product launches in late 2008 and early 2009 consisting of warming drawers, 36" built-in wall ovens, and induction cooktops, in addition to other product categories Fulgor plans to expand into.

The 500 Series Family is a family of products crafted with *calculated precision*. Providing the same technology as the Leonardo Classico Family with a more contemporary design, the 500 Series Family represents Fulgor's new approach to a high-performance kitchen. Most items are available in Black, White, as well as Stainless Steel, providing culinary artists a range of color options. The 500 Series family will launch in August with unique and differentiated features of the same product categories as the Leonardo Classico Family.

The 300 Series Family has a long and storied *tradition of simple elegance*. The line features some of Fulgor's models that have been present in the US marketplace for over a decade as an OEM manufacturer for other premium brands in the US. With the launch of the Fulgor product line in the USA, Fulgor has dramatically increased the product portfolio of its pioneering line of premium cooking products. The new 300 Series Family will be available in Black, White, and Stainless Steel, and will feature 27" and 30" wall ovens, 30" and 36" electric and gas cooktops, as well as Tall Tub dishwashers, and a variety of complimentary built-in, countertop, over the counter, and over the range microwaves. Additionally, to support the growing condo business, Fulgor will launch smaller 24" ovens and cooktops in late 2008.

Fulgor USA headquarters are located in St. Joseph, Michigan. It is a division of Fulgor Europe S.p.A., located in Gallarate, Italy. Founded in 1949 by Piero Puricelli, Fulgor has been a market leader of premium cooking appliances for 59 years. For striking product photography and more information, please contact Jason Foster (jasonf@fulgorusa.com) or Ben Cox (bcox@fulgorusa.com) at 800.926.2032.

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